



PRESS RELEASE

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ASSETLINK ANNOUNCES RELEASE OF ASSETLINK Release 5.11

Pleasanton CA, June 2, 2008 – Assetlink Corporation, a leading provider of integrated Marketing Operations Management (MOM) solutions, today announced the release of its upgraded MOM solution, Assetlink MOM 5.11.

Assetlink MOM 5.11 adds a variety of rich analytical dashboards that give marketers a visual insight into the performance/status of their marketing plans, programs and workflows. The user has the flexibility to explore deeper via the interactive drilldown capabilities of these dashboards. As a result of these dashboards, marketing managers now have a single point of controlled access to critical information about their marketing operations, including from their teams, as well as their third party partners.

Additional functionality has been introduced in planning and workflow to make the product even more intuitive and easier to use. In addition, new capabilities, based on customer feedback, were introduced in the Digital Asset Manager module. The Site Builder module has an enhanced user interface to enhance its ease-of-use.

ASSETLINK 5.11 is also available as *OnDemand* or Software as a Service (SaaS).

For further information or to request a demonstration, visit www.assetlink.com or e-mail mom.info@assetlink.com.

About Assetlink

Assetlink Corporation is a marketing operations management (MOM) software company serving Global 2000 companies worldwide with its comprehensive MOM application. This comprehensive software offering enables companies to improve their marketing efficiencies with process automation, achieve marketing effectiveness via rigorous marketing planning tools, measure and improve ROI through integrated marketing budget and procurement management, and communicate business impact of marketing by tightly integrating with ERP and CRM systems.

Assetlink Corporation is headquartered in Pleasanton, CA and has offices in UK, Sweden, Switzerland and Denmark, with a software development center in Pune, India.